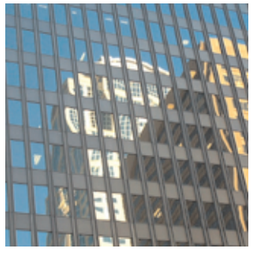












Photos of the Seattle's commercial core.

Seattle Wayfinding Project Phase 2

preliminary project summary

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introduction

Wayfinding is the process that people use to navigate unfamiliar environments. Although everyone navigates somewhat differently, the wayfinding process is comprised of two distinct phases: 1) decision-making (forming a travel plan), and 2) decision-executing (actively traveling). Therefore, the purpose of a wayfinding system or program is to assist travelers (public transit users, drivers, bicyclists, and pedestrians) in both the decision-making and decision-executing phases of their journeys.

Although many people equate "wayfinding" with "signage," they are not synonymous. Wayfinding programs are highly-structured systems of navigation; signage is only one part of an effective wayfinding program. Travelers in new environments need to know their current locations relative to their desired destinations, and they also need to hold some mental concept of an environment's physical characteristics. Well-designed wayfinding programs make this information clear through architecture, signage and sign placement, graphic design, and text.

CityDesign, a division of Seattle's Department of Design, Construction and Land Use, recognizing the city's distinct need for a comprehensive wayfinding program, began a pilot program in 1998 (Phase 1). Phase 1 resulted in twenty-eight pedestrian kiosks installed on Pike Street, Pine Street, 1st Avenue, and Alaskan Way within the Commercial Core. Phase 2 began in August 2002 and will be concluding in December 2003. This document summarizes Phase 2.

project area

Seattle's Center City comprises eleven neighborhoods: Capital Hill, South Lake Union, Uptown, Pike and Pine, Denny Triangle, Belltown, First Hill, Commercial Core, Chinatown/International District, Pioneer Square, and Waterfront. The boundaries of this project extend from Broadway Avenue to Alaskan Way and from Mercer to Landor Streets.

project deliverables

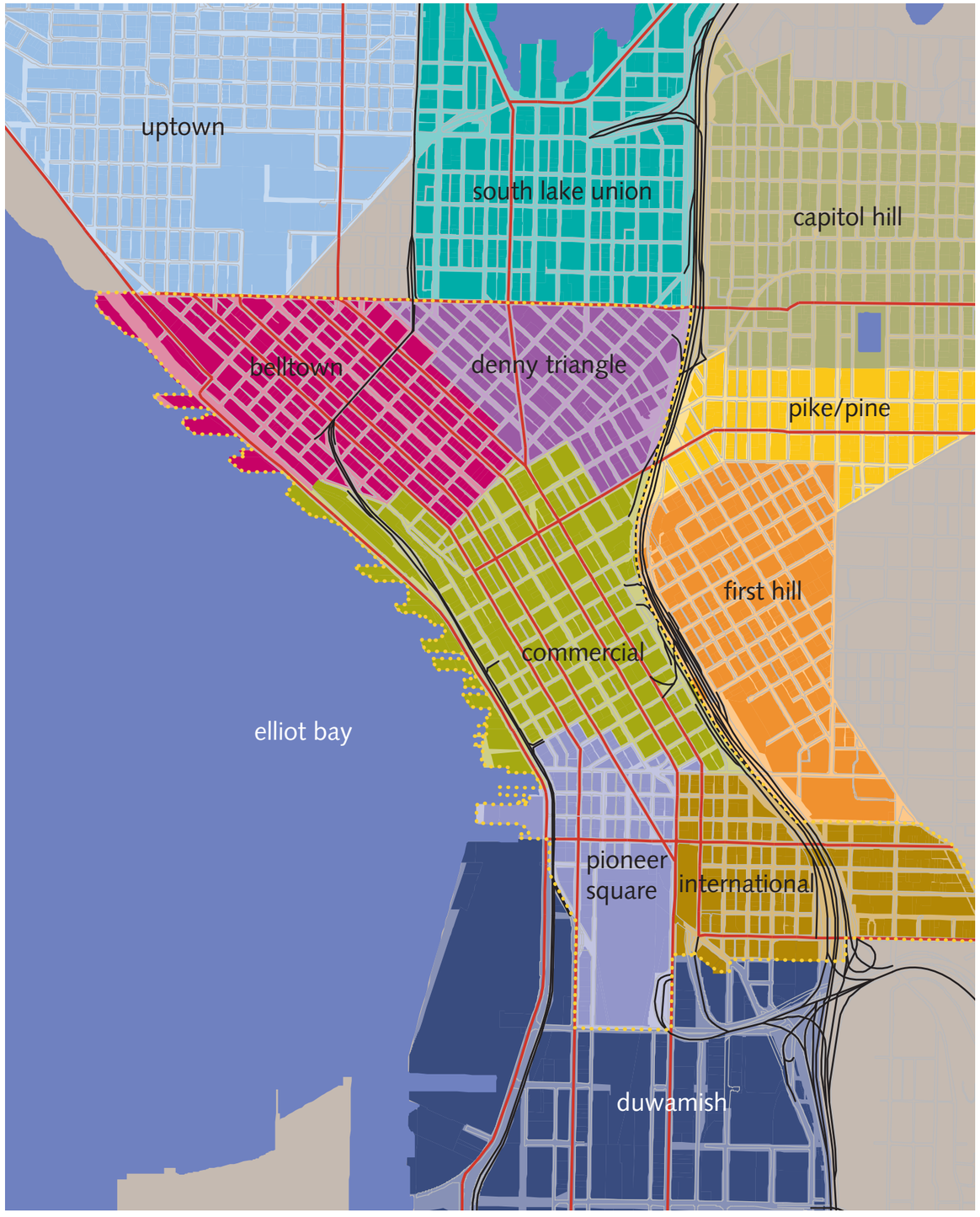
Phase 2 of the Seattle's Wayfinding Program will yield the following deliverables:

1. Location plan—a table/matrix and base map (Arcview GIS format) of street furniture, utility poles, existing wayfinding signs, and relevant data from the Downtown Seattle Association's and the City of Seattle's GIS databases.

2. Guidelines, graphics standards, and performance specifications for a comprehensive wayfinding system, that addresses materials, dimensions, fonts and colors, mounting hardware, and finishes among other considerations.

3. Logo and graphic standards, a visitor's wayfinding map, and an outline with design guidelines and graphics for a Wayfinding Web Page.

4. Strategic Plan for the phased implementation for the balance of the wayfinding program.



getting to know seattle

Over the course of this project, a significant amount of data was collected in an effort to document what wayfinding elements currently exist (or do not exist) in downtown Seattle. This information was placed on maps to determine travel routes and then evaluated for its strengths and weaknesses. This research proved invaluable. While the scope of this project did not include vehicular traffic per se, the design of a comprehensive wayfinding system requires that all modes of travel in and around the city (public transit users, drivers, bicyclists, and pedestrians) be understood and evaluated.

We "dissected" the Center City neighborhood by neighborhood as a means of dividing it up into manageable sections and in an effort to understand how the parts define the whole. Our team drove, cycled, or walked all the freeways and every street within Seattle's Center City, observing first-hand the traffic patterns, designated travel corridors to destinations, and routes on and off the freeways

Field research teams consisted of a photographer, one or two data-recorders, and a mapper. The photographer was responsible for taking digital photos of directional signage—signs for destinations, (including destination parking) and highway directionals (to I-5 or highway 99)—thematic elements, neighborhood identities (any business or banner that displayed the neighborhood name), architecture, and other incidental characteristics that help "define" individual neighborhoods. Data recorders noted the location, subject, category, and number of each photograph, and took notes on the general character of each neighborhood. The mapper recorded the location of each photograph.

Data collection began by driving the perimeter of each neighborhood, noting major entrances and looking for clues that give the visitor a sense that s/he is entering an area with a distinct character or nearing a destination. We photo-documented each intersection entering the neighborhood for future use in better defining the neighborhoods. Next, we walked the grid of streets within each neighborhood in the direction of traffic (where applicable), photo-documenting every sign and characteristic that would aid a traveler in finding their destination.

We would emerge from this process with a database that was thorough, concise, and tailored for use during the design phase.

The opposite page displays a sample of the material gathered during the research phase. These photos are all from Belltown and are representative of the kind of information collected throughout Center City,

directionals
- highway
- destination parking
- destination

identifiers
- business
- banner
- business

thematic
- stone benches
- light fixtures
- textured sidewalks

architecture
- restaurants and boutiques along 1st Avenue.
- apartment buildings
- green streets

landmarks/destinations
- pink elephant carwash
- bell street pier
- space needle

what we discovered

During the research/data collection phase several important characteristics about the current status of Seattle's Wayfinding Program became apparent:

1) There are no existing databases
This project began with the assumption that the City could provide a database showing existing signage in Seattle. Typically these databases are used for maintenance purposes and show the sign location, legend, and maintenance schedule. Without this information available, this project had to create it.

1) There are no signs along I-5 that direct travelers into "downtown"
Three destinations are signed (Stadiums, Convention Center and Seattle Center). This means that visitors wishing to visit downtown Seattle must arbitrarily choose an exit that appears to be near the heart of the city.

2) There are no clear travel routes to primary destinations.
Destination signs appear to be placed randomly throughout the city and seldom lead a visitor from the point of entry to the desired destination and parking. Some destinations were "over-signed" making a clear travel route difficult to discern and others were sporadically signed, making it difficult, if not impossible to "connect-the-dots."

3) There are no clear travel routes out of the city.
Directional signs for I-5 and 99 are signed extensively near the entrances, but along any one route the directionals seldom create a linear progression from start to finish, often leaving travelers confused and uncertain. Many of the signs are faded and difficult to read or completely obscured by foliage. They are often placed on the incorrect side of the road for the direction of travel and are inconsistent in their placement along the block.

4) All Neighborhoods are not equal
Neighborhoods range in their distinction from completely nondescript (Denny Triangle) to easily recognizable (Chinatown-International district). Some are obvious destinations and are clearly marked with directionals to them and are well signed internally (Pioneer Square and Waterfront). Some are distinguished by the services provided within the neighborhood (First Hill-medical, Capital Hill-residential). Some are distinguished by a major destination (Uptown-Seattle Center). Some are clearly divided—Uptown and Queen Anne, Commercial Core and West Edge. Regardless, Neighborhoods in downtown Seattle are beginning to define the City's core and are important elements in a citywide wayfinding system.

5) There are no standards or guidelines for signage within the city.
Traveling the streets of Seattle, it becomes strikingly obvious that there are literally hundreds of projects occurring simultaneously to either sign, decorate, or advertise areas of the city. While at first glance any one of these projects could be considered a benefit, the combination is overwhelming. There is no consistency in size, location, color, legibility, use . . . and what is most distressing is that there is more being added every day.

the starting point

A comprehensive wayfinding system needs to consider all it's potential users and their modes of transportation:

- vehicular traffic
- mass transit
- bicyclists
- pedestrians

Wayfinding begins by addressing the user group requiring the most information: the visitor. The recommendations and guidelines outlined in this document begin in each case with the perspective of a visitor exploring Seattle for the first time.

more than signs

It is important to keep in mind that a well-designed wayfinding system involves more than directional signage. It includes maps, icons, landmarks, topography, architecture, landscaping, celebrated arrival points,visitor information (web sites, brochures, tours, etc)—it includes things that demand attention, even if these items are not intended as wayfinding elements—advertisements, public art, etc.
All these elements begin to define a city—they determine a visitor's experience, and in one way or another influence the commerce and vitality of a downtown core.

the big picture

Generally a wayfinding system begins with entry points. However, the emphasis during this project is confined to the development of wayfinding for pedestrians. It is important to note that pedestrian wayfinding is only a starting point. Seattle needs an all-encompassing system—one that includes all forms of transportation and is coordinated with tourist information. Implementing only parts of a system does not solve wayfinding problems, and in fact, can make a city confusing and cluttered. Essential questions need to be addressed: How does a visitor know which exit off I-5 to reach the retail core? or the waterfront? Once in the City, how does a visitor determine where are the major destinations? Where does a visitor park to maximize their on-foot experience in Seattle? How is a visitor encouraged to use public transportation?

"The big question is what does Seattle want to communicate? And how good a job are we doing? With all the incredible cultural facilities and unique destinations, Seattle is more than ready for a world class-wayfinding system."

Paula Rees, Maestri Design, 2002
Phase 1 Final Document

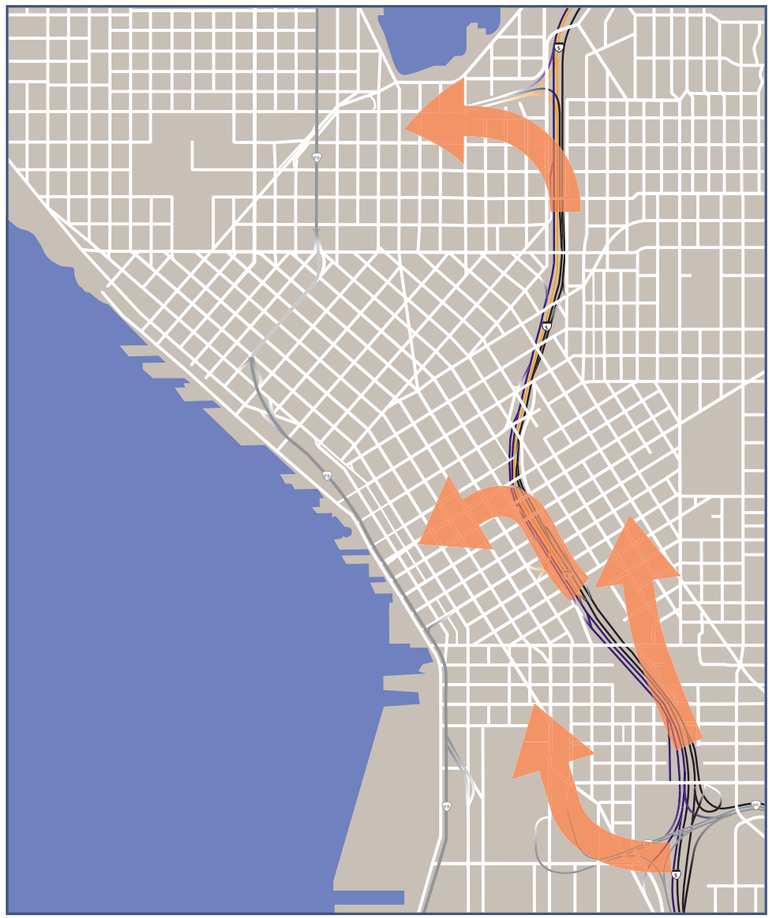
getting into the city

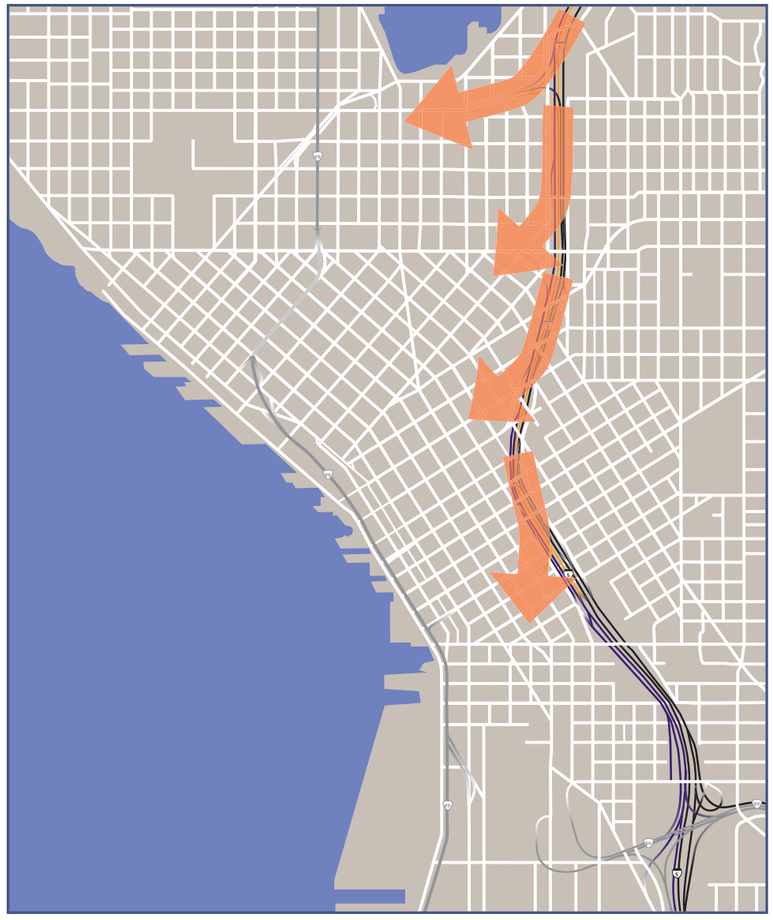
Visitors enter the city via the freeways or mass transit. For visitors entering the city via mass transit, it is a relatively easy task to provide them information once they become pedestrians. Easy in the sense that they are "deposited" into the city at specific points and those points are determinable and established. The more demanding task is to guide visitors who drive into the city.

During the research and documentation phase of this project, it became apparent, that there is no traffic plan to guide visitors off the freeway and into Seattle's Center City. The downtown exits are not signed along the freeway and the few, existing destination signs (Pioneer Square and Pacific Science Center) are small, occur only once, and are located on the sides of the freeway. On a busy, multiple-lane freeway these signs are nearly impossible to see.
This current situation provides the visitor with no guidance into the city and it leaves the City without tools for directing visitors along the desired or celebrated travel corridors. A citywide wayfinding system needs to begin where a visitor enters—this provides the starting point for directing them throughout the city, and ultimately to a location to park and enjoy.

exiting interstate 5

Travelling north on I-5, there are no signs that indicate "downtown" or mention destinations other than the convention center. A first-time visitor is left to "guess" at the correct exits. Seneca exit is the only exit that is "intuitive"—it exits off the freeway toward the tall buildings. Once past the Seneca exit, the only option left to get into the downtown area is the Mercer Street/Seattle Center exit.





Travelling south on I5, the first-time visitor has more exits to choose from and is provided with a general indicator "Downtown Exits"around the Mercer Street exit — however this directional is never confirmed (repeated) and is followed by a number of exits that enter the city in the dark, under overpasses, leaving the visitor without intuitive information about where the exit enters the city.

Destination signage for visitors arriving via the freeway are concentrated around the first intersections off the freeway exits. The signage is inconstant in size and orientation. Many of the signs are not repeated, leaving a visitor to wonder if they are on the correct travel route.

mass transit traffic

The interface between vehicular traffic and other modes of transportation is non-existing. There is no unified signage system to guide visitors to a convenient parking area and then to another mode of transportation, be it bus, monorail, bike, or pedestrian.

bicycle traffic

Bicycle routes are defined on the "Seattle Bicycling Guide Map" publication. Although signs are spread throughout the city, they appear to be concentrated in Pioneer Square and Commercial Core's West Edge. The signs are closely related in their design and application to vehicular traffic signage and create confusion. They are too small and inconspicuous to serve as part of an effective wayfinding system. Overall the bike routes are not signed adequately to stand alone as independent travel corridors. A visitor would need a map, and would need to consult it frequently.

pedestrian traffic

Understanding where visitors become pedestrians—bus depots, ferry terminals, parking areas—and where they congregate—retail areas, destinations, schools, hospitals—are all integral to developing the pedestrian-orientated elements of a wayfinding system. The emphasis on pedestrian wayfinding is to encourage visitors to stay on-foot and to use mass-transit.

Currently SoundTransit is implementing a new signage system intended to direct visitor from the train or bus to the street and in the direction they wish to travel. The signage includes a simple map and information about the bus routes.

The bus stops downtown display a map of the area, "free-ride" zone, and related bus routes.

There are two tourist maps used consistently throughout the city. They are available at Visitor Information (Convention Center and Pike Place Market) and are included in visitor packages with check-in at all major hotels in the downtown area—they can be found in the room or at the concierge desk. These maps are privately produced.

While no consistencies currently exist between any of the above mapping systems, these organizations and others have expressed an interest in working with this project to develop a unified look and feel to all city maps.

Maps are an essential part of wayfinding. Several prototype maps are being developed as part of this project . One is currently on display and is being monitored at the Ferry Terminal.These maps will become an integral part of the Seattle's pedestrian wayfinding.

objectives

Phase 1 kiosk

In addition to the research findings guiding the approach to this Wayfinding System and Design, several objectives surfaced during the course of the project. These objectives were based on the experience gained from Phase 1 and from the general expertise of the team.

1. System must provide effective wayfinding for all of Center City.
In phase I of the city's wayfinding project, 28 pedestrian kiosks were installed along Pike and Pine Streets and First Avenue. This demonstration project relies on a linear approach. In this approach, if it were to be continued, information would need to be placed, on every street, or every other street to guide visitors to their destination. The revised approach addresses Center City in it's entirety.

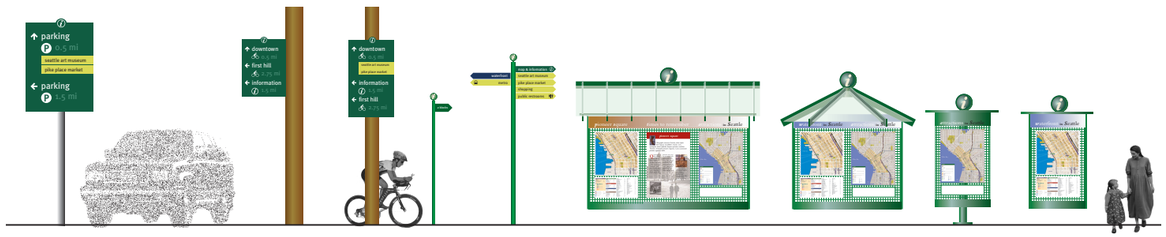
2. System must be cost effective.
To reduce fabrication and replacement costs, the system uses standard components and readily accessible materials that can be assembled in the field. They are designed to be easily maintained by the Seattle Department of Transportation sign shop.

3. System must be easy to add to and update.
Based on the kind and longevity of the information, specific materials are identified for different components. For example, signs that require a 10-12 year life are different than maps that may have a 2-3 year-life. Indexes and other local information can be exchanged on an even frequent interval and will be produced in a material that is easy and inexpensive to replace.

4. System must provide perimeters for unified design and leave room for individuality.
This system is designed with a "kit of parts." Individual components that can be assembled in a variety of ways, with a variety of materials, to suit the individual location and yet create a unified look throughout the wayfinding system.

5. System must use internationally recognized icons
To communicate to an national and international public, the international information symbol "i" is used to indicate the wayfinding information. By consistently using this symbol, a level of expectation is created, and visitors will learn that wayfinding assistance can be found at these sites. Recognition leads to confidence. Confidence leads to enjoyment. International symbols are used throughout the signage, maps, and publications.

approach



Given the City's current desire to begin with pedestrian wayfinding and later include vehicular traffic, the wayfinding approach outlined here revolves around a series of strategically placed pedestrian kiosks or *stations*. The system will expand outward to pedestrian directionals, bicycle directionals, and eventually vehicular directionals. Each element is designed to function as an individual unit and to also integrate into the larger system.

Pedestrian stations will be placed in a network throughout Center City. The optimum starting network has each kiosk within a three block radius of any given point, making them six blocks apart. Locations are established on the basis of "need"—areas where there is a change in transportation or decision points where large numbers of users congregate (a map of kiosk locations is at the back of this document).

Once the kiosk or station locations are confirmed it is imperative to establish strong connections between other modes of transportation. This reduces the "information gap" between mass transit, vehicular, and bicycle users and the pedestrian. Finding information about where to travel should be as easily as connecting the dots.

For pedestrians not traveling on a direct path to a Pedestrian Station there will be directionals that point toward the nearest station and to nearby destinations.

Pedestrians arriving via other modes of mass transportation (SoundTransit, Metro, ferry, or monorail) will be provided information stations at crucial decision points.

Bicycle traffic will be directed along designated travel corridors and guided periodically to nearby information stations along the route.

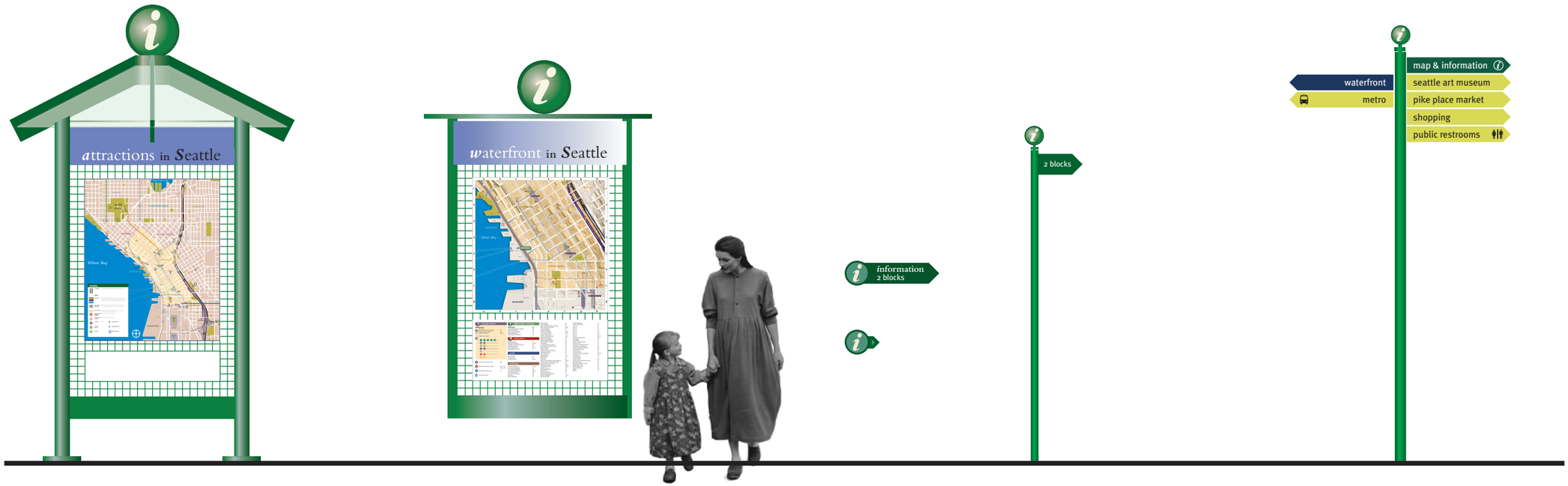
Vehicular traffic will be directed toward destinations and parking areas—as pedestrians exit their vehicles they will be guided to a Pedestrian Station.

There are several advantages to this approach:

• A single station or an area of the network can be established and be effective immediately.

• Implementation of additional stations and related elements (directional signage, tourist maps, web support, etc) can be phased over time as money is available.

system elements



information station

At a minimum, the Pedestrian Information Station is designed to orient the user to the site, provide mass transportation and destination instructions, display regional and local maps—all the information necessary to formulate a travel plan. Larger stations can also include brochures, bulletin board for local events, and connections to the internet.

The pedestrian information stations are designed as a set of individual components, a "kit of parts," that can be arranged and rearranged (within a set of guidelines) to achieve a design that reflects the "look and feel" or ambiance of each location. They can be single panel or multiple panel, wall-mounted or freestanding, with a roof or without—they can be designed for interior or exterior installation. (See pages 17 and 18 for possible kiosk designs.)

Basic configuration:

Large installations can ranging from 2 to 6 sign panels that can be configured in a variety of different ways, materials, mountings and styles.

Base: Introduction/Welcome-Orientation panel
Local map panel (six block radius)
City-wide planning map

Optional: Commercial/attraction listing
Bulletin board
Brochure rack
Digital display unit

pedestrian directionals

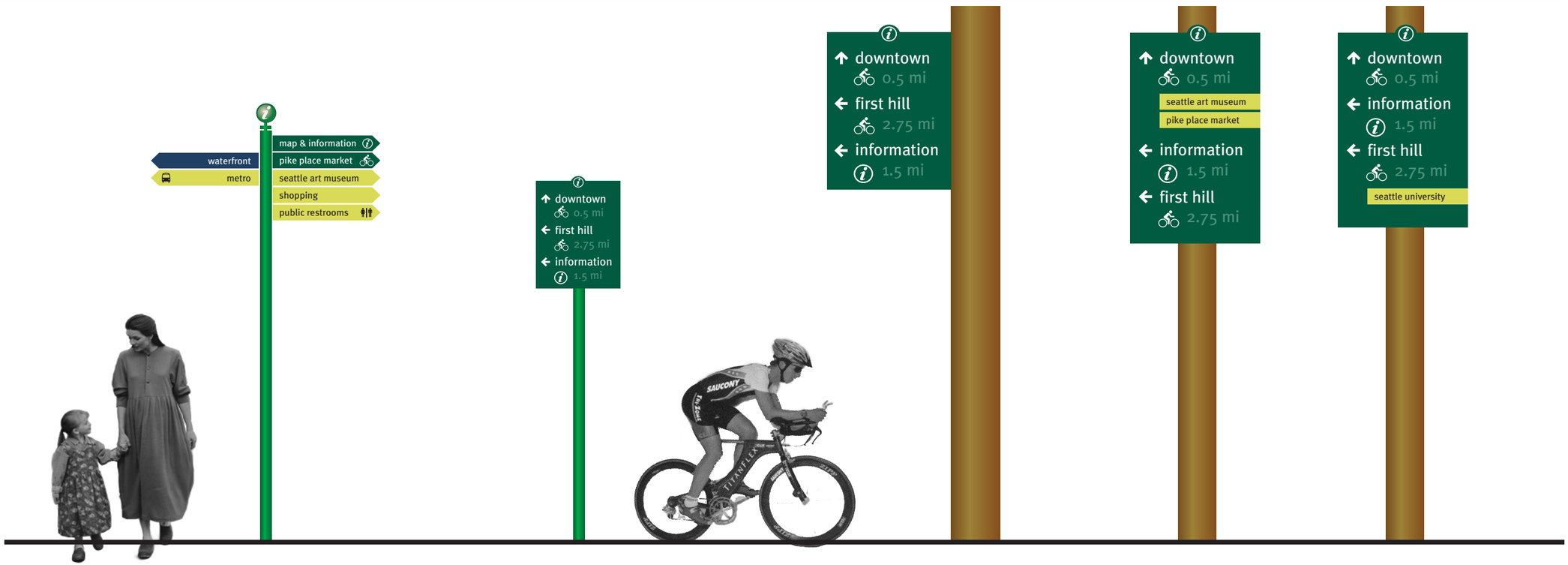
Pedestrian directionals fall into two categories in this system: 1) directionals to the nearest Pedestrian Station and 2) directional "finger signs" to nearby destinations, mass transit, neighborhoods and Pedestrian Stations.

1) Directionals to Pedestrian Stations
These are small, almost "inconspicuous" directionals that can be installed anywhere—on sidewalks, on walls, , on existing sign posts and street furniture, or on individual poles. They are located throughout the city directing a user to the nearest information kiosk. Nomenclature treats distances as "xx blocks" to give the user a clear understanding of the distance concept.

2) Pedestrian "Finger signs"
At important intersections and decision making points, directionals can be posted directing Pedestrians to the shortest or safest route to nearby destinations, mass transit, neighborhoods and Pedestrian Stations. These could also display bike routes.

Basic configuration:

The sign can be produced in aluminum, steel, bronze, vinyl, etc. to accommodate a variety of sub surface conditions.
Pole mounted
Existing upright mounted
Wall mounted
Ground mounted



bicycle directionals

The preferred Bicycle routes through the city have been identified in city's bicycle map publication. The wayfinding component for the new system needs to be consistent in placement and nomenclature, and make use of the information stations throughout the city. An initial implementation of a Bicycle system should be relatively cost efficient, given that there are only few Bicycle lanes and arterial streets suitable for bicycles.

In addition, the pedestrian directional have been sized for a viewing distance of ± 120 feet, which should be enough to make use of these by bicycles. At key intersections these uprights can be utilized by adding a cycling symbol to the direction to indicate this is for bicycles only (i.e. not in walking distance).

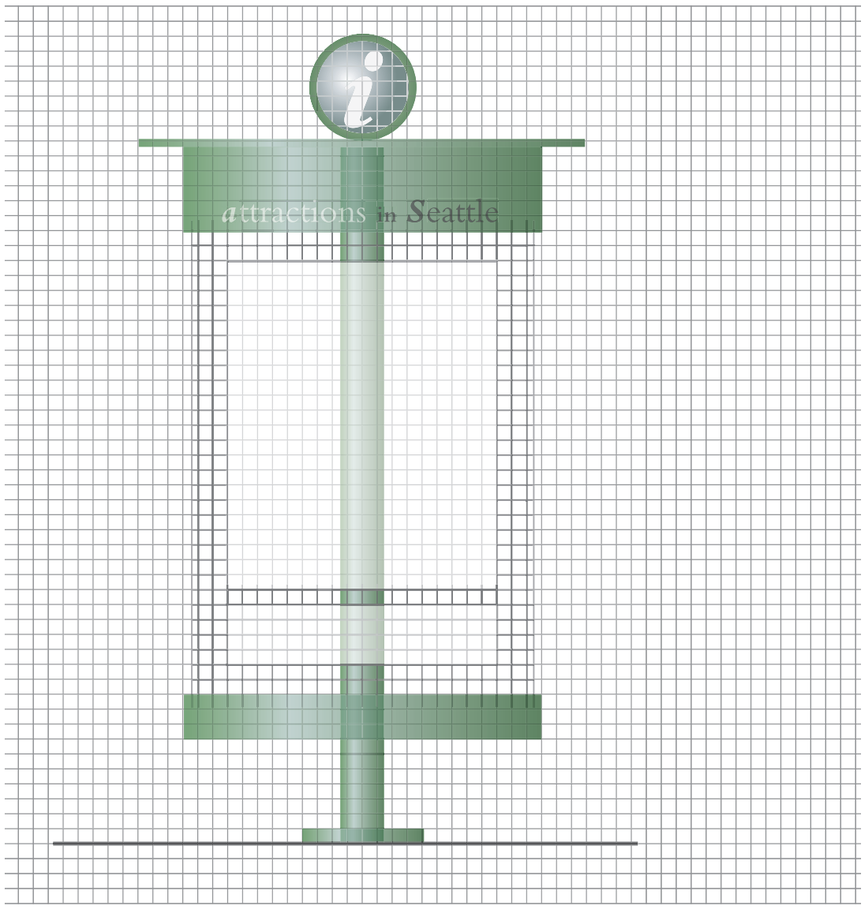
In order not to overload the user with information, the destinations should only include major north and south destinations. Only when a attraction is in the vicinity (5 blocks), a secondary legend (light green) appears. Since these sign are legible from a vehicle, a cycling symbol is added to the legend to indicate this is not for automobiles. The nomenclature for destinations switches here from "blocks"to miles. Whenever a information kiosk is near, it is listed with a mileage marker and the "i" symbol. At all times, major listings should be kept to 5 lines maximum.

vehicular directionals

To guide the first-time visitor into the downtown area of the city in a user-friendly fashion, it is essential to establish a new nomenclature for the signage along I-5. Review meetings have included the Washington Department of Transportation and the Seattle Department of Transportation and although I-5 signage is currently being updated, it is not certain whether or not any action will be made at this time to update the messages along I-5.

Once a visitor exits the highway, a link needs to be established to guide the visitor to the nearest parking destination and then to pedestrian information that guides them to their destination. This crucial link could be significantly strengthened if vehicular traffic was guided to specific parking destinations in the city and pedestrian wayfinding information located appropriately. A parking program that uses the "i" symbol to identify those garages that comply with the city's new wayfinding system and provide detailed wayfinding information is a viable starting point.

the "kit-of parts"



Seattle's wayfinding system is build around a set of proportional square components used for both the graphics grid and the sign construction. Colors, typography, the international information symbol, and materials have been standardized to comprise a "look and feel" that defines the overall signage system. Customization can be achieved by the way the individual components are assembled, and by adding on to a base installation. The base installation components are required to maintain the "family of signs" that provides the user with the recognition value associated with the kind and level of information that can be obtained at these installations.

Unlike a rigid sign system that provides a fixed number of design solutions, the Seattle wayfinding system allows for, and even encourages modifications of the base installations to make the system blend into the desired environment. Each neighborhoods can customize an installation, while maintaining the unison of the overall wayfinding system. Essentially, this project will define a "*kit-of-parts*" from which a designer can choose to develop kiosks for specific areas in Seattle.

standards

Since we allow for additions to the original base design, each individual installation needs to adhere to certain standards and include base elements that allow the user to recognize it as part of the wayfinding system. These base components are:

International information "i" logo
Either illuminated or not, the "i" symbol must be prominently displayed.

Graphics standards
Adhere to the standard flexible layout grids, designated type styles and suggested primary color scheme. Secondary colors can be adjusted to suit local requirements. Typestyle has been selected using legibility criteria and should therefore not be changed. Supporting typefaces may be introduced, but titles, main body text and callouts should remain consistent to satisfy ADA requirements.

Material standards
The system builds on a base palette of materials. These materials have been selected for durability, availability, vandal resistance and budget. Other materials may be introduced to the system, but care should be given in evaluating them using the above criteria.

Mapping standards
Use of the standard base map, color coding and mapping symbols and color references. Since use of the same basemap is encouraged by all transportation agencies, the user does not need to familiarize themselves with the map style itself, but only with the wayfinding aspect. Mapping prototypes are currently being tested and will be standardized after review.

materials

Mesh
The basic kiosk structure consists of a 2" x 2" steel mesh that functions as a structure for the sign panel frame. The mesh creates a mass to the structure and allows for a "see through" quality so that the structure reduces visual obstruction. Structural mesh is available in a wide variety of size and shapes, woven or welded. The mesh can be finished as a powder coated metal, or epoxy paint for durability.

Header
The header and footer of the sign consist of a steel or aluminum plate (depending on the mesh material) to which the mesh is welded. The header can be screenprinted or vinyl lettering. Individually cut metal/plastic letters can be attached or the metal plate can also be laser- or waterjet-cut and illuminated.

Frame
The sign frame can hold a variety of materials: embedded fiberglass, phenolic resin (Formica) back-lit film, vinyl on a substrate, paper sandwiched in lexan and porcelain enamel. Since the sign panel is curved, the space behind the sign panel can be used for a a lightbox to illuminate the sign panel. The frame is finished in powder coating, epoxy paint or an automotive finish.

"I" symbol
The symbol is a half-sphere constructed out of fiberglass. Wall mounted installations use half sphere, ground-mounted installations use 2 spheres to create a globe. The symbol is 3-dimensional to create a larger target value. The '"I" can be internally illuminated.

international

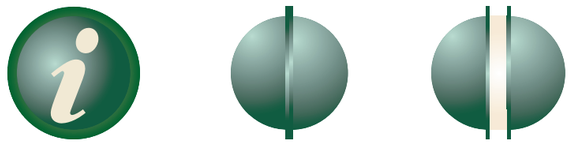
In an effort to build upon already established behavioral patterns and increase the recognition value of the new wayfinding system, the well established international symbol for information is being used as the system's "logo." A bold version of the standard classic "Bembo" typeface has been slanted to make it more dynamic. The green background color hints to the historical reference of Seattle as the "emerald city"and is a color synonymous with the Pacific Northwest.

The extra bold "i" of the Bembo Typeface family forms the basis of the new wayfinding logo.

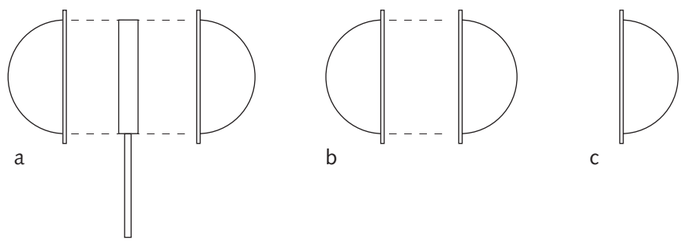
information

The logo can be rendered in various styles. The 3-dimensional version is preferred for consistency throughout the system.

The 3-dimensional structure increases recognition and target value. In large installations the "i" has a band and is internally illuminated for legibility at night time.



Components can be assembled in different configurations to accommodate various installations.



logo applications

Consistent use of the logo with related tourist information is important in making the public aware of the new wayfinding system. Maps, information brochures, websites, should all be consistent in conveying the wayfinding system to the public. This will help to establish a trust in the system and provide a professional level of communication.

typography

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Typography is fundamental to graphic design standards. Using consistent typefaces ensures that the public will readily recognize the Seattle Wayfinding System. The universal information kiosks provide a solid foundation for extending consistent typographic standards to other signage and publications. The new wayfinding standards introduce two typefaces for all graphics: the serif face, Bembo, and a complementary sans-serif face, Syntax. Both typeface have a timeless appearance and are well suited for a wide variety of applications.

syntax

Designed by Hans Eduard Meyer for the Stempel foundry in 1968, Syntax is based on both Renaissance minuscule writing and Roman lapidary capitals. The design is a blend of a monoline sans serif with a more lively humanistic roman, resulting in an extremely high legible sans serif type with a wide range of uses. Because of the excellent height to width ratio the typestyle is especially suited for ADA compatibility in signage.

bembo

Bembo was modeled on typefaces cut by Francesco Griffo for Aldus Manutius' printing of De Aetna in 1495 in Venice, a book by classicist Pietro Bembo about his visit to Mount Etna. Griffo's design is considered one of the first of the old style typefaces, which include Garamond, that were used as staple text types in Europe for 200 years. Stanley Morison supervised the design of Bembo for the Monotype Corporation in 1929. Bembo is a fine text face because of its well-proportioned letterforms, functional serifs, and lack of peculiarities; the italic is modeled on the handwriting of the Renaissance scribe Giovanni Tagliente. Books and other texts set in Bembo can encompass a large variety of subjects and formats because of its quiet classical beauty and its high readability.

colors

The main system color is dark green PMS-626. This color is used for all signage components, except for the kiosk header panel which can be customized with any of the primary colors. Ideally, one color should be used per neighborhood to create a cohesive look in a subdivision of the wayfinding system (for instance, blue for all waterfront kiosks).

The color was selected for several reasons. Since the vehicular signage is adhering to the MUTCD, a complementary color was selected that was close to the highway green color and yet more saturated and rich to provide "personality" to the system.

Colors can be used to identify sections of the wayfinding system as part of a neighborhood. Different neighborhoods can use a color in the header of the kiosk. The same color should be used consistently throughout a neighborhood.

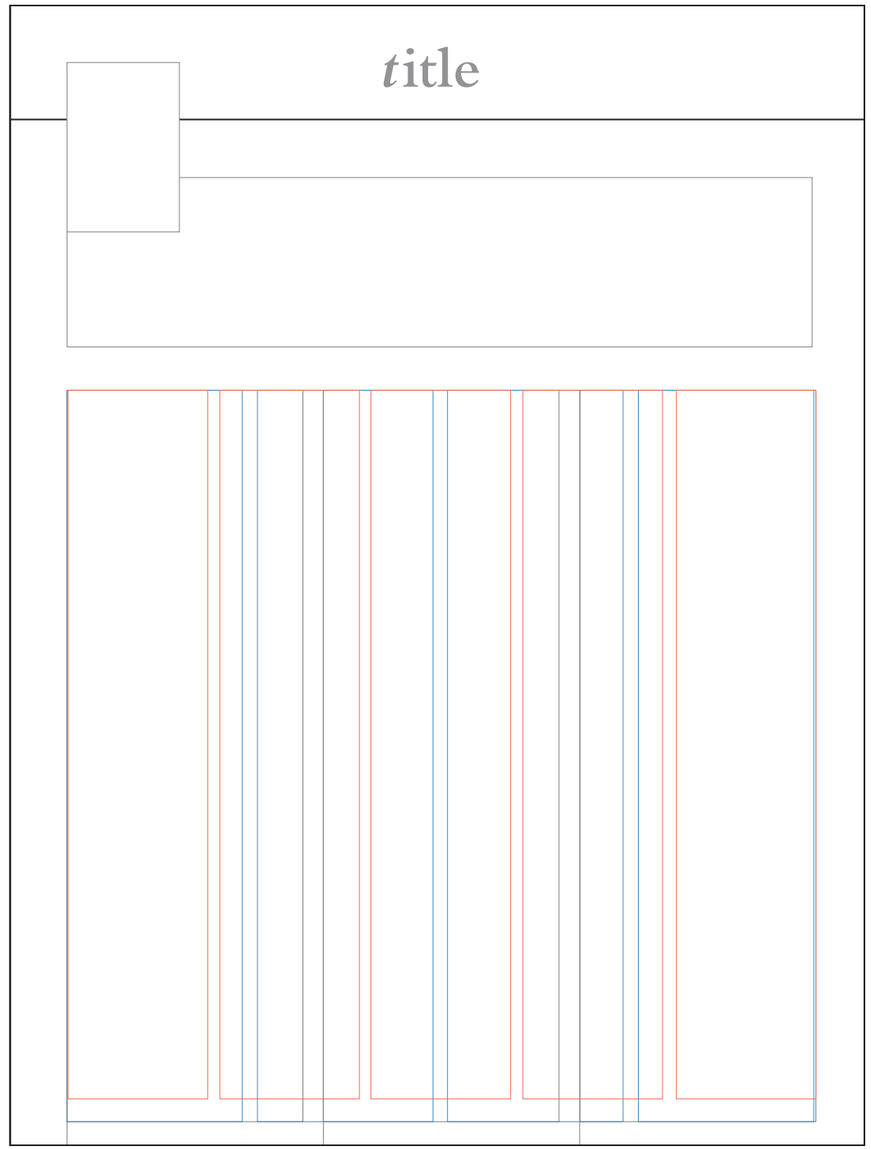
pms-626

pms-584 pms-141 pms-536 pms-486

pms-582 pms-146 pms-533 pms-484

grid

The graphic layout grid is based on a 1" square to complement the materials grid. Most measurements are extensions of the 1" grid. 3, 4 or 5 column grids can be used. Flush the text and graphics with the vertical upright guidelines that indicate the columns. Below is an example orientation panel.



maps

The city's local and overview maps form the core of the wayfinding system. Based on the city's GIS system, the maps are graphically enhanced to ease wayfinding. Access and egress from major highways are graduated to visually indicate the direction of the traffic flow. Where appropriate, shadows have been applied to show which road is on top of another road. North-bound, express, and south-bound directions have are color-coded.

Where possible, data that is more frequently changed is display on the local maps . Local maps make use of a Cartesian grid system and a separate legend to allow for updates to the legend without updating the entire map. This also allows for adding commercial or other temporal information to the local maps.

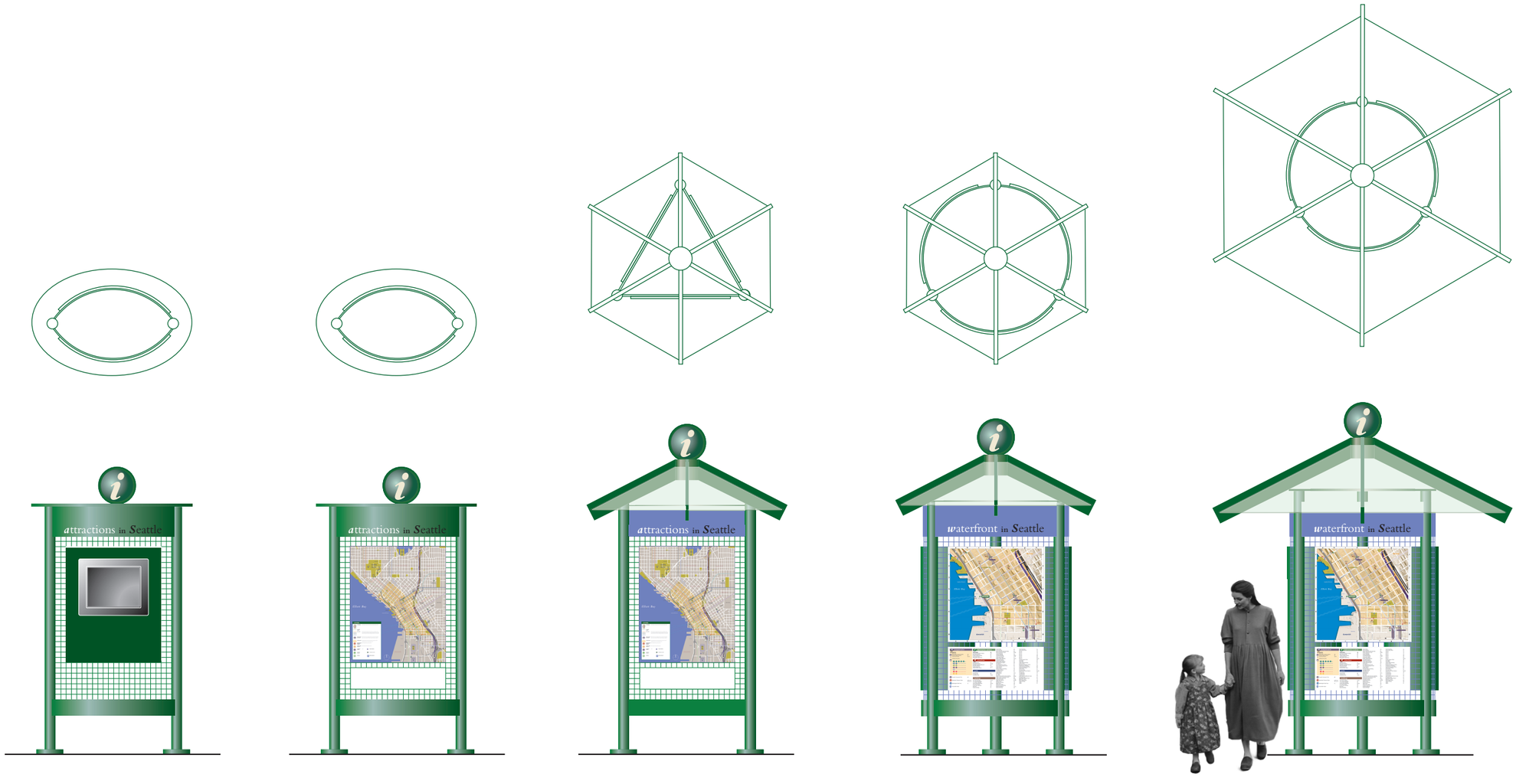
Prototype maps are being currently tested for legibility, comprehension, and resultant behavior. Options currently under research include the use of three-dimensional buildings to aid in visitor orientation and wayfinding. Shaded areas representing the rise and fall of the land has been added to aid the traveler in finding more accessible travel routes around the city.

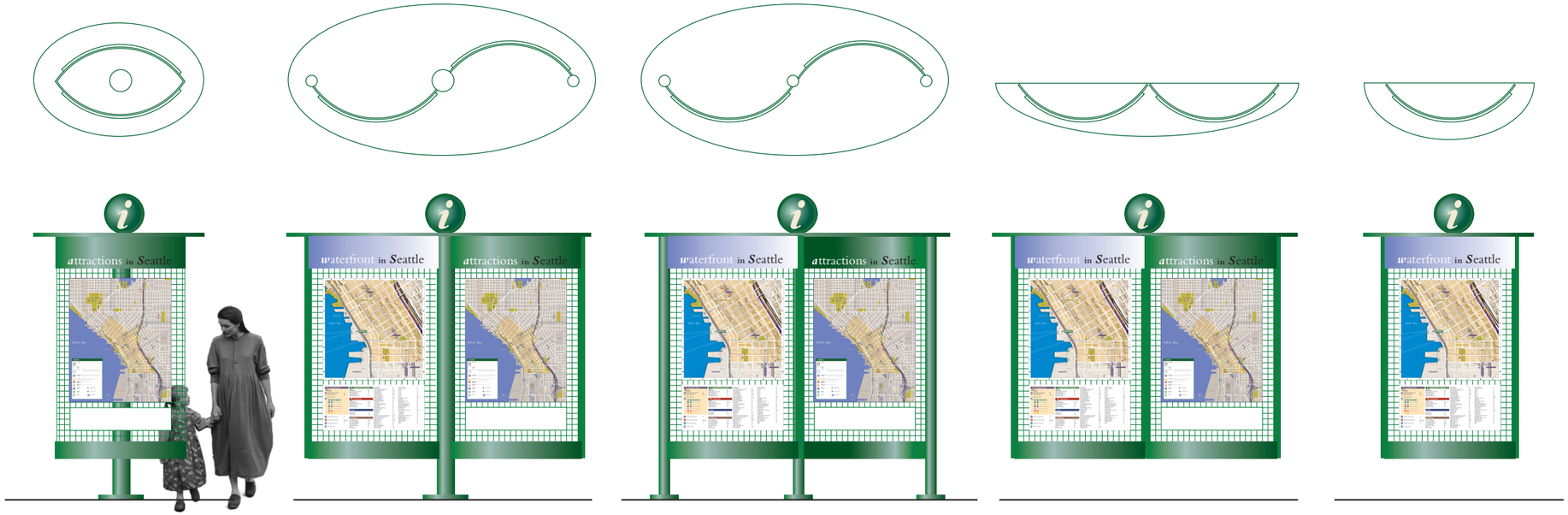
Map information includes all forms of mass transportation, primary-, secondary- and tertiary destinations, bicycle routes, highway access and egress, parks, street names, one-way indicators, block numbering, information stations, and major buildings.

configurations

The components that make up the information structure are off-the-shelf and can be assembled in a variety of ways. The following pages display a few of the footprints and elevations of different assembly possibilities employing the same basic parts: mesh, frame, header, post, and roof. More options are available with different materials. What is important is that presentation demonstrates how a family of signs can have a similar look and feel, and still accommodate for unique designs that are fine-tuned for a specific environment.

Sign structures are modular, so an initial installation with two panels, can be updated with more panels in the future. Or an installation that currently has a digitally printed paper index can be upgraded with an interactive multimedia screen and an upload for PID's (personal information device). Wherever possible an information station should be equipped with power and telephone lines for future use.




attractions in Seattle
waterfront in Seattle
attractions in Seattle
waterfront in Seattle
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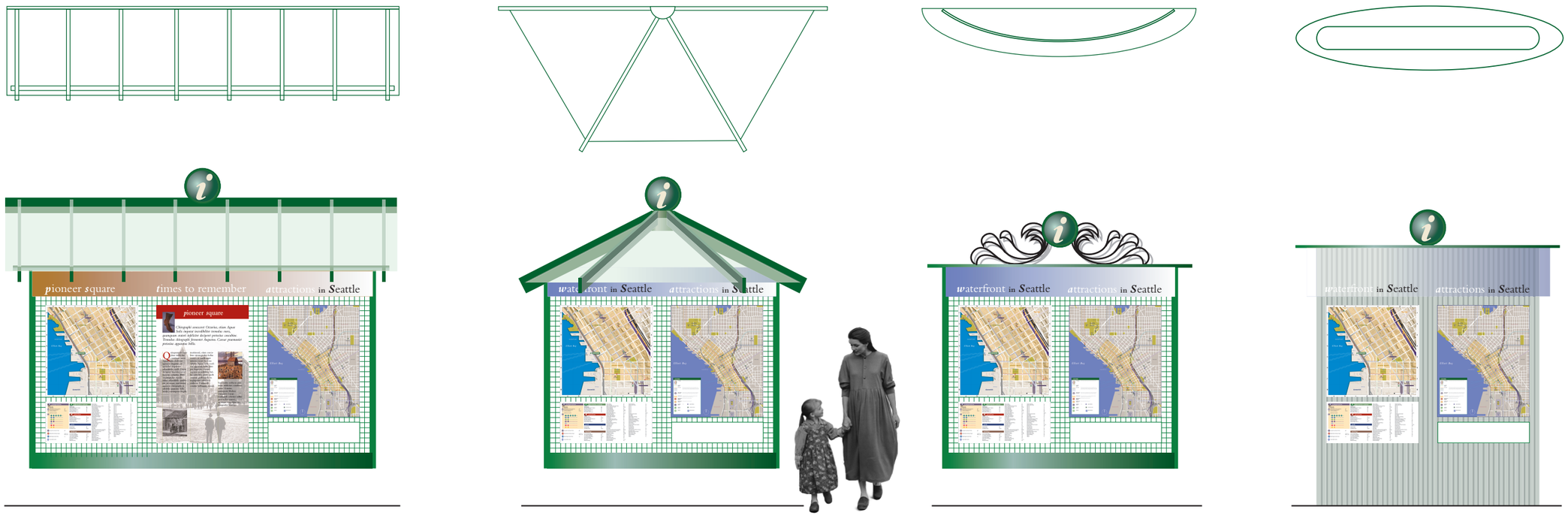
attractions in Seattle
waterfront in Seattle


pioneer square
times to remember
attractions in Seattle
pioneer square
waterfront in Seattle
attractions in Seattle
waterfront in Seattle
attractions in Seattle
waterfront in Seattle
attractions in Seattle

kiosk locations

The basic network of Pedetrian Information Stations is presented on this map. The yellow circles radiating out from each kiosk location indicate a three block radius. In an ideal layout, a pedestrian would be within three blocks of a kiosk anyway in Center City.